Mobile Performance
How to supercharge it
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Question:

What is “Good Performance”? 

An app or a website, which lets the users get their tasks done in the fastest and most frictionless way possible
Question:
Why is good performance important?
You have a shorter attention span than a goldfish.
Good performance means happy users

Happy users spend more time with the app, which is better for your business
Common Problems & Solutions
Unoptimized consumption of local resources

Watch out for excessive memory, disk and battery consumption

Users are often dissatisfied with, and may even uninstall, apps that use excessive local resources

Solution: Extensively profile your app and fix these issues
Unoptimized usage of remote resources

Redundant network calls, unoptimized API Responses

Precious device resources are wasted, UX is affected

☑️ Solution: Be very particular about what you need, and request only that. Cache the rest when possible.

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Lack of understanding of app usage

Gap in understanding how performance affects revenue

Crash and user analytics don’t always tell the full story

Solution: A detailed RUM tool identifies which areas will have most impact on performance.
What is Akamai?

Akamai is the world’s largest and most trusted cloud delivery platform.
What does Akamai do?

Web Performance / Media Delivery / Cloud Security / Network Operations
Akamai by the Numbers

Akamai offers true global availability, bringing your content closer to your users than anyone else.

200k+ servers in 1,500 locations on six continents
Akamai by the Numbers

Akamai offers true global availability, bringing your content closer to your users than anyone else.

3 Million API HITS PER SEC

102 Trillion TOTAL API HITS PER YEAR
Akamai by the Numbers

Akamai offers true global availability, bringing your content closer to your users than anyone else.

7 EB
IMAGE DATA

13 EB
VIDEO DATA

77 Exabytes
TOTAL DATA DELIVERED
Solutions:

4 ways Akamai can help you improve mobile performance
Content Distribution and Availability

Akamai infrastructure helps you deliver content to your users in the fastest and most efficient way.

Technologies like Fast DNS make sure the communication is optimized for speed.

Akamai systems also make sure you’re secured and protected.
Image Manager - Image Optimization

Automatically transforms images based upon the client request

Uses one pristine image as the source

 Allows writing policies which are applied on the fly
Offloading Logic from your Backend servers

You can offload logic operations such as JWT Authorization to our Edge Servers.

Helps ease out traffic to your backend logic servers.

This is apart from offloading non-dynamic API responses.
Realtime User Monitoring (RUM) with mPulse

Actionable insight into what’s happening with the app

Helps find the biggest performance bottlenecks holding revenue opportunity
MAP SDK: Network Performance Improvements

MAP SDK is in-tune with Akamai infrastructure, bringing out the best network performance.

Even supports QUIC and Brotli.
MAP SDK: Auto Caching of Redundant Static Objects

Universal Cache intelligently caches all the non-changing objects, avoiding redundant network calls.

Allows for clearing of Universal Cache on the fly.
MAP SDK: Prepositioning of important content

Silently push important categorized static content to all the subscribing apps

Saves Internet round trips, saves your bandwidth

Options to tune & select the most optimal download settings for your users
SureRoute for Cellular makes sure your apps are using the least congested path for communication.

Using this information, we can tune the TCP connection to send most-efficient amount of data.
MAP SDK: Usage and Performance Analytics & Reporting

A detailed dashboard presents how many hosts and URLs are performing in the app.

Custom and Timed Event reporting tells how long certain network operations are taking.
Win AirPods

Winner announced each day at 5:15pm

Join the Akamai Developer Program for a chance to win.

developer.akamai.com/register
Thank You

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